GSMA Mobile for Development Foundation

(“GSMA”)

REQUEST FOR PROPOSAL

Research project to identify how Nearby Technology can improve adoption and use of their Digital Naari platform by women agents and customers

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Section A

Requested Services and Deliverables

[FOR COMPLETION BY GSMA RFP OWNER – ALL SECTIONS HIGHLIGHTED IN YELLOW ARE FOR INFORMATION PURPOSES AND SHOULD BE DELETED ON COMPLETION

1. GSMA Mobile for Development Foundation Overview

The GSMA Mobile for Development Foundation, Inc. ("GSMA") is a U.S. 501(c)(3) charitable organization that seeks to relieve poverty and improve living conditions throughout the world through identifying opportunities for social, economic and environmental impact and to stimulate the development of scalable, life-enhancing mobile services. GSMA is a wholly owned subsidiary of the GSM Association, which represents the interests of the worldwide mobile communications industry. The GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations. The GSMA is focused on innovating, incubating and creating new opportunities for its membership, all with the end goal of driving the growth of the mobile communications industry.

The GSMA Mobile for Development Foundation was created in 2007 to demonstrate the positive social impact of mobile technology. It brings together mobile operators, donors and the international development community. The Foundation was created for the purpose of developing and engaging in projects that utilise mobile communications to support underserved and vulnerable populations.

For this project, the successful Respondent will contract with The GSMA Mobile for Development Foundation.

2. Project Overview

Background to theproject

TheSheConnects Digital Accelerator was founded by the Reliance Foundation and Gates Foundation to advance women's digital inclusion. The Accelerator aims to scale proven, high-impact solutions that enable women and girls to participate fully in the digital world, improving their lives and livelihoods. By catalysing innovative partnerships and use cases, the Accelerator will strengthen evidence on what works, foster south-to-south learning, and help shape a more inclusive global digital ecosystem. The Accelerator technical assistance round is managed by the GSMA Foundation. SheConnects Digital Accelerator technical assistance is made possible through the support of the Gates Foundation.

In 2024, Nearby Technologies launched the Digital Naari program as a women-centred, community-based solution designed to increase women's access to and meaningful use of the internet while creating sustainable livelihood opportunities in rural India. The program onboards women as micro-entrepreneurs and trains them to become digital and financial service agents who use the PayNearby platform to deliver a range of internet-enabled services—including digital payments, banking, e-commerce, health teleconsultation, and access to government schemes—to other people in their villages.

Through structured training and ongoing digital support, Digital Naaris themselves become confident and regular users of the internet across multiple life-enhancing use cases. As trusted local intermediaries, they also support women customers to safely adopt and use digital services by building digital skills, awareness, and confidence. Women agents earn commissions for each digital service delivered, reinforcing sustained engagement with digital platforms and enabling long-term income generation.

The Digital Naari Program targets women in rural and marginalized communities—especially those with limited mobility, reduced financial autonomy and limited connectivity —belonging to low-income households, self-help groups, and other digitally excluded segments. The model blends on-ground mobilization and classroom training with digital learning modules, app-based guidance, and continuous field support. Real-time WhatsApp support groups and regular online trainings further reinforce learning, enable quick troubleshooting, and help women build the confidence to deliver essential services effectively. Through structured training, continuous capacity building, and the use of a secure app, Digital Naaris themselves become regular and confident users of the internet across multiple high-value use cases, including digital payments, e-commerce, health services, and access to government schemes. This sustained and diversified internet use strengthens their digital skills, economic participation, and earning potential. Digital Naari

currently offers 25+ digital and financial services, but adoption varies significantly across geographies.

Nearby Technologies aim to scale this model to more women agents and women customers through large-scale, commercially sustainable growth in women's digital adoption and use as well as better support and retain existing agents and customers. The Digital Naari program strengthens women's agency, economic participation, and resilience, while also generating scalable evidence on how community-based, women-centred delivery models can close gaps in digital usage. Over 50% of Digital Naari agents are first-time earners on the PayNearby platform, underscoring the program's contribution to women's digital inclusion and meaningful use of the internet for livelihood generation. **Project objectives**

The overarching objectives of this study are: (i) to promote active and diverse use of the Digital Naari platform among women agents, including through the identification of service offerings on the platform as well as new services are valued by women customers, and (ii) to support a steady stream of income earned by agents through these service offerings.

Research questions

In this study, we aim to answer the following research questions:

1. What are the barriers to active and diverse use of the Digital Naari platform faced by women agents? For example, inadequate income generated on the platform, insufficient awareness of the services or insufficient training on how to use them, restrictive social norms, limited access to smartphones and/or affordable mobile data etc.
    - What are the supporting conditions/factors that can motivate or incentivise women to continue working as Digital Naari agents? For example, building support and trust for Digital Naari activities by engaging household heads and community gatekeepers.

2. What services can and do meet the life needs of women customers?
    - What are the life needs of the women customers of Digital Naaris?
        - How are the services/offerings on the Nearby platform meeting these needs? Which of these existing services have strong demand and earning potential?
        - Are there any potentially new women-centric services that strongly resonate amongst women customers?

3. How do the above two research questions (i.e., barriers facing agents, and needs of customers) vary for women by location and socio-economic demographics?

4. What are some strategies and/or messaging techniques that Nearby Technologies can use to motivate agents to actively use the platform, and to support these agents to increase customer use of Digital Naari services, including those that offer income generation opportunities (e.g. training, ongoing agent engagement strategies, marketing materials, partnerships with relevant stakeholders etc.).

Methodology

The Bidder should submit a research plan, including a detailed description of the proposed research methods and timeline. The methodology should clearly specify the proposed study design and how it will answer the research questions in a robust way. The methodology should also include the proposed data sources, approach to any proposed primary data collection, and the roles and responsibilities of each team member.

The research approach should produce high-quality evidence that enables us to identify how active and diverse use of services on Nearby's Digital Naari platform can be improved among women agents and customers so as to support their meaningful digital inclusion and economic well-being and resilience.

Disaggregated data by location on the number of agents, customers, service offerings on the platform, and services availed per customer may be provided to the selected supplier.

Research location

The research will be conducted with participants in rural, peri-urban areas across two states in India (Rajasthan and West Bengal). All results should be identifiable by the selected locations, as well as other key attributes, namely marital

status, age, and livelihood status.

Audience

While the findings will be most immediately useful for Nearby Technologies to improve the agent and customer retention and their active and diverse use of the Digital Naari platform, it will be a priority to draw insights from this research that would be applicable more broadly in other parts of India. The findings will also be relevant for other stakeholders interested in reaching women with digital services in India.

Considerations for research

Private Sector experience

- What is your experience of working in partnership with a private sector organisation (such as a fintech company) and their customers, on a research project related to their customer-facing services?
- The research is aimed at testing and identifying solutions that are both commercially sustainable for the fintech partner and socially beneficial for women. How will you balance these two aims?
- Any customer data that is shared will need to be agreed to by Nearby Technologies and remain confidential. How will you ensure that this, and any other commercially sensitive information shared with you for the purpose of this project, is kept confidential?
- The insights from the research will need to be presented in a manner that is relevant and actionable for Nearby Technologies and potentially other stakeholders in India. How will you ensure this?

Co-creation and collaboration

- The research will need to be conducted in a collaborative manner, recognising business priorities and interests of the company. How will you ensure this?

Gender considerations

- This research is aimed at improving adoption and use of the Digital Naari platform by women agents and customers How will your research take into account the gender-considerations required to do this?
- How will you ensure that the sample reflects the different types of women?
- How will you ensure that women in the sample are able to participate fully in the research?
- How will you ensure that the research does no harm?

Local Expertise

- What experience do you have of conducting research in India? Do you have any experience in
- research on digital inclusion in the two states of intervention?
- Do you have team members fluent in the necessary local language(s) or experience with effectively
- using interpretation services for this type of research?
- Who will be your local partner (if relevant)?
- What is your experience of successfully managing sub-contractors in the two Indian states (if relevant)?
  How will you ensure appropriate contextualisation and translation of the tools, while maintaining fidelity to the overall methodology?
  What experience do you have with obtaining any ethical approvals and other relevant licenses/permits to conduct research in India?

Fieldwork and Data

- How will you find the balance between the need for a standard approach across agents and customers and the need to adapt questions and approaches to take into account, for example: differences between the states and rural/semi-urban settings?
- What quality assurance mechanisms will you put in place to ensure data quality, integrity and accuracy at the field level, in terms of data collection approaches, researcher protocols, transcripts and documentation?
- At which points will you implement quality checks?
- How will you pilot/test the data collection tools, and what will your approach be for amendments based on piloting?
- How will you manage the oversight of briefing and training the field work research teams?
- How will you ensure that any primary data collected for this project will be made available on request for further research with appropriate provision or adjustments made to address any commercial sensitivities and personally identifiable information and transferred to GSMA (anonymised)? Do you have any experience of doing this previously?

Transparency of fieldwork process and third parties

- GSMA and/or Nearby Technologies may like to visit fieldwork. Would you provide transport and, where needed, interpretation for these visits?

Managing GSMA reviews and feedback

- GSMA team and the research funders will review and provide feedback on key outputs throughout the project, including the methodology, the research tools, reports and presentations. How will you manage reviews, align on points raised and incorporate feedback?

Use of AI

- In what ways (if any) will you use AI in your delivery of this project? (Including any use during delivery of the research, delivery of day-to-day project management, or any other purpose.)
- If using AI, how will you ensure it is used effectively and responsibly?

Risk management

- What risks do you anticipate in delivering this research and how will you mitigate them?
- How will you manage emerging risks and/or unforeseen events that may arise during implementation? Please provide examples from relevant completed work in the past.

Organisational / Other

- What is your proposed work plan?
- How will you ensure that the timelines are respected?
- What adjustments will be made for inadvertent delays in workplan activities? Please provide examples from relevant completed work in the past.
- What will be the team structure? Who will be involved?
- Are there any issues with the GSMA taking full, unencumbered ownership of all deliverables?
- Are you able to present the deliverables in the format specified in section 3 below?

2.1 In Scope

- Primary research
- Participation in a co-creation process with Nearby Technology and GSMA to agree on the detailed research plans.
- Creation of research tools and sampling plans to address the outlined research questions by offering a high level of proof and reaching the intended demographic groups
- Quality assurance – including regular liaising with field teams to ensure correct and uniform interpretation of the research questions (and ensuring corrections where required) and data quality checks.
- Weekly progress reports with GSMA during fieldwork.
- Analysis of the data, including identification of key findings and themes by research question.
  Identification of key findings and recommendations.
  Presentation of research results to GSMA and potentially, Nearby Technology.

2.2 Out of Scope

- Analysing large customer datasets from providers
- Any customers under the age of 21 and over the age of 60 years old.

3. Detailed Requirements of Services and Deliverables

Deliverables/activities	Timeline
Phase 1: Inception phase	

• Kick off meeting with GSMA • Define granular workplan for project • Finalized methodology • Draft research tools in MS Word in English • Final research tools in MS Word in English • Align on scope with GSMA, • Weekly update calls with GSMA • Acquisition of any ethical approvals and other local permits/licenses required to conduct research in India.	Contract signing + 2-3 months
Phase 2: Fieldwork	
• Weekly update calls with GSMA • Recruitment of participants • Fieldwork with customers and other relevant stakeholders, if required • Interim key findings presentation to GSMA part way through fieldwork to • share emerging findings Supplier to provide logistics for GSMA/Nearby Technology to attend fieldwork	2-3 months
Phase 3: Analysis, reporting	
• Weekly update calls with GSMA • Full data sets for any quantitative research and/or attributable transcripts for any qualitative research (i.e. anonymized verbatim record of all research interactions with research subjects) in English in MS Word or Excel. • Skeleton report outlining key sections and their purpose in English in MS Word • Bullet outline of report max. 10 pages in English in MS Word (Entire report content in bullet form, excluding appendices, exec summary. Charts can be in rough form.) • First draft of report	2-3 months
Deliverables/activities	**Timeline**
• Full draft of report approx. 30-40 pages in English in MS Word • Final debrief PowerPoint presentation of key findings • Photos of consenting participants	

We envisage this project's kick-off meeting to be held in mid-September 2026 and the duration to be 6-9 months from then, but it is subject to change and we welcome suggestions and encourage your proposals to include detailed proposed timelines.

4. Proposal Structure

Technical proposals must be submitted on time, in MS Word or PDF and clearly address the requirements of the project as outlined above. The proposals must be no more than 10 pages. A separate financial proposal must be submitted alongside this in MS Excel.

The GSMA will evaluate proposals based on the following elements. It is unlikely the GSMA will consider proposals that do not include each of these points:

1. Understanding of the brief – Suppliers should outline their understanding of the requirements and the value they believe the results will have.
2. Approach – Suppliers should outline how they intend to deliver the project as specified above. This should include:
    - How you intend to meet the requirements of this document;
    - Suggestions for alternative/supplementary approaches to address the central objectives;
    - An indicative timeline for delivery and demonstration of capacity to meet this; and
    - Any dependencies on GSMA staff.
3. Team and responsibilities – The proposed team should be included with a short bio (up to 2 pages) alongside proposed roles. This should be included in a separate document labelled "Appendix"
4. Relevant previous experience – Include up to two examples of similar types of projects and the names, organisational affiliation, email and phone number of two referees who can endorse your application. These should be included in a separate document labelled "Appendix"

- Note that the referees should be able to attest your projects completed within the past 24 months

5. Risks and mitigation strategies – Each Bidder should specifically address how they would mitigate the following risks and are encouraged to include other potential risks and possible mitigation strategies.
   - Data may not be available to contact sufficient number of required agents or customers (e.g. because data systems may not capture that information or it may be too resource intensive for this data to be provided)
   - Response rates of end users may be low
6. Itemised quote – Bidders should provide a fully itemised quote. The currency for proposals should be in US Dollars (USD). It should include at a minimum a price for commissioning the project as described in Sections 2 and 3 of this document. All costs should clearly: demonstrate breakdowns in terms of staff time, travel, direct costs and other expenses. This includes level of effort (person-day) by activity; fee rates (per day in USD) by activity; total project costs (USD) without VAT. The total price is to be inclusive of all costs, insurances, fees, expenses, liabilities, obligations, risks and financial requirements for the performance of Services and provision of Deliverables.

   - Suppliers are also asked to provide costs for any alternative or supplementary approaches suggested in your proposal.
   - A budget template can be found in Schedule 4.

5. Proposal Criteria Evaluation Weighting

Criteria	Importance	Weighting
Cost	Proposal's value for money	20%
Quality	Quality of the research approach outlined in the proposal, including degree to which it addresses the outlined research questions and proposal elements Demonstrated experience of digital inclusion research with women or the underserved, selection of experienced high-quality research partner(s) and ability to manage the project on time and in budget	35%
Bidder's capacity to manage the project on time and in budget		20%
Relevant experience	Bidder's experience in successfully conducting similar projects	25%

6. RFP Timeline

The RFP Timeline below is subject to change at GSMA's sole discretion.

Time and Date	Action
30th June	RFP Issued
7th July	Cut off time to acknowledge intention to respond (Schedule 3)
13th July	Bidders submit Schedule 3, and questions to GSMA by this date
17th July	Questions and answers circulated back to all Bidders
24th July	Cut off time and date for Proposal to be received by GSMA
7th August	Estimated GSMA Proposal assessment period
w/c 10th August	Shortlisted Bidder presentations (if required)
w/c 17th August	Estimated date for invitation to negotiations extended to one or more Bidders
w/c 31st August	Supplier selection, contracting commences

7. GSMA Contact Details

All correspondence and queries in relation to this RFP must be emailed to tbhan@gsma.com

Queries are accepted in written form only by email, and GSMA's responses will be copied to all Bidders, including an anonymous version of the query. No queries will be answered, except in extraordinary circumstances within GSMA's sole discretion, except on the deadlines provided in the question-and-answer period described in the Project Timeline.

Schedule 1
GSMA RFP Process and Expectations

1. Definitions

1.1. Request for Proposal ("RFP") means this document, together with its Schedules and any addendums, exhibits, or policies referenced herein.
1.2. GSMA Group means the GSM Association, its Affiliates and GSMA members together with the directors, employees and agents of each of those.
1.3. Bidder means any party that has a) signed an NDA (if required by the GSMA); and b) received this RFP.
1.4. Deliverables means the items, documents, or other tangible products to be provided to GSMA as outlined in this RFP.
1.5. Services means the services outlined in this RFP.
1.6. Service Level Agreements ("SLAs") means the standards for the level of service that Bidder will provide to GSMA under any agreement for the provision of services that may be entered between the parties. The SLAs will be tied to service credits, which will be provided to GSMA should the Services not reach the minimum standard as outlined in the SLAs.
1.7. Proposal means the Bidder's response to the RFP.
1.8. Term means the period required to complete the Services and Deliverables as detailed in this RFP.
1.9. Total Price means the "all-in" cost of Bidder's provision of the Services and Deliverables, and will be deemed to include all expenses (unless otherwise stated). Total Price is exclusive of VAT or sales taxes, but inclusive of all other taxes and fees.

2. Services and Deliverables

2.1. The Servicesand Deliverables required are as set out in this RFP.
2.2. The Bidder will confirm its Proposal meets all the requirements defined in this RFP. Any variations must be clearly highlighted in the relevant deficient section of the Proposal. Any variation in the Proposal from the requirements stated by GSMA in this RFP are not deemed accepted by GSMA unless specifically highlighted in the Proposal.
2.3. Should the Proposal developed by Bidder be of interest to GSMA, any agreement pursuant to this Proposal shall comprise the contents of the Proposal, subject only to amendments as agreed by the GSMA.
2.4. If the Bidder also wishes to submit an alternative proposal, the Bidder must clearly define the alternative method and commercial terms in a separate proposal. Alternative proposals should be submitted when the Bidder feels there is a superior way to achieve the GSMA's goals under this RFP which do not fit the particular requirements contained herein.

3. Requirements on Bidders

3.1. GSMAhereby invites you to submit a Proposal for the Services and Deliverables as defined in Section 3.15 in accordance with the requirements of this RFP.
3.2. This RFP and the information contained herein are strictly confidential. This RFP is subject to the terms of the NDA signed by both GSMA and Bidder relating to this RFP (if an NDA is required by the GSMA). Any information held in this RFP or associated materials may be used only for the purpose of preparing and submitting a Proposal to GSMA. This RFP remains the property of GSMA. This RFP or any information held in this RFP shall not be duplicated, disclosed or distributed to any third party without the prior written consent of GSMA and, unless otherwise expressly agreed between the parties in writing, all material submitted becomes the property of GSMA. Notwithstanding any provision of the NDA, GSMA shall have no obligation to return any Proposal and related materials received.
3.3. Bidders must not:
  3.3.1. Tell any other party what their Proposal contains or may contain;
  3.3.2. Try to obtain information about any other party's Proposal;
  3.3.3. Make arrangements with another organization about whether or not it should submit a Proposal or about the other organization's Proposal or lack thereof; or
  3.3.4. Offer any inducement of any kind in relation to obtaining this or any other contract with GSMA.
3.4. Accuracy of Data/Bidder responsibilities.
  3.4.1. GSMA has taken reasonable care to ensure the RFP is accurate, but GSMA gives no representation or warranty as to the accuracy or completeness of the information contained in this RFP. The Bidder is responsible for ensuring a complete understanding of all the requirements, conditions, risks and any circumstances relating to the performance of the Services, provision of the Deliverables, and this RFP. The information contained in this RFP may be subject to change without prior notice.
  3.4.2. The Bidder is solely responsible for becoming familiar with the RFP requirements and conditions that might affect the cost or performance of any Services or provision of the Deliverables. Failure to do so

is solely at the Bidder's risk, and no relief will be given by GSMA for errors or omissions in the Bidder's Proposal, nor for changing circumstances.

3.4.3. The Bidder must pay special attention to the RFP Timeline, as any failure to meet the deadlines contained therein may result in the rejection or the down-scoring of the Proposal, in GSMA's sole discretion. GSMA reserves the right to amend or end the RFP process at any time without incurring any liability/penalty to the Bidder.

3.5. Completeness of Proposal

3.5.1. The Bidder is required to submit answers to all the RFP Questions detailed in this RFP. Proposals will be down-scored for failure to answer any question fully.

3.5.2. The Bidder is required to clearly state if they do not wish to respond to a specific question, and explain such refusal.

3.6. Cancellation or Amendment

3.6.1. GSMA reserves the right to cancel the RFP at any time, either in part or whole, at the sole discretion of GSMA. In such cases, GSMA will not be liable for any costs incurred by the Bidder in this RFP process.

3.6.2. GSMA reserves the right to amend the RFP by issuing such notice to all Bidders which may: (i) extend or reduce the RFP Timeline; (ii) extend or reduce any timeline for Services and Deliverables; or (iii) amend the scope of the Services and Deliverables.

3.6.3. Nothing in this RFP constitutes an offer capable of acceptance by the Bidder.

3.7. Validity

3.7.1. The Proposal shall remain valid for three (3) months from the closing date for receipt of the Proposal.

3.8. Acceptance

3.8.1. GSMA reserves the right to accept a Proposal in whole or part, and acceptance shall not be deemed made until a Schedule, containing the agreement of the parties with relation to the Services and/or Deliverables (subject to the GSMA Standard Terms and Conditions, as agreed in the Master Services Agreement ["MSA"]) has been fully executed by GSMA for the Services and/or Deliverables covered by this RFP.

3.8.2. GSMA is under no obligation to accept the lowest priced Proposal, and reserves the right to reject any Proposal for any reason, in GSMA's sole discretion.

3.8.3. Any decision as to the successful Proposal is a matter solely for GSMA based on whatever criteria GSMA deems relevant.

3.9. Post-Proposal Negotiations

3.9.1. GSMA may, at its option, conduct post-tender negotiations with one or more Bidders.

3.9.2. GSMA may invite Bidders to present the Proposal, answer any outstanding questions and conduct any post-Proposal negotiations.

3.10. Bidder Costs

3.10.1. All costs incurred by the Bidder in connection with this RFP, including but not limited to costs for preparation, transmittal, or presentation of any Proposal or other material submitted in relation to this RFP are entirely the responsibility of the Bidder and shall not be chargeable in any manner to GSMA irrespective of the Bidder's success or failure in the tender process.

3.11. Proposal Contents

3.11.1. The Bidder is required to submit a Proposal in accordance with the requirements of Section 3.15 of this RFP, including a Total Price and a schedule of standard itemized rates, which are relevant to the work requested.

3.11.2. All variations from and failures to meet the requirements stated in this RFP must be identified explicitly as described in Section 2.2.

3.12. Language

3.12.1. All Proposals must be in English.

3.13. Submission Guidelines

3.13.1. Bidders must submit their Proposal to the GSMA Contact by email no later than the date and time specified in the Proposal Timeline.

3.13.2. The Bidder's emailed Proposal should not exceed 10 mb in size unless otherwise agreed in writing by GSMA and in such cases, supporting documentation will be submitted as a supporting email and titled as such.

3.13.3. If, following submission of the Proposal, the information contained therein changes, Bidders must advise the GSMA Contact immediately.

3.14. Terms and Conditions

3.14.1. The terms and conditions governing any award of business are the GSMA Standard Terms and Conditions, as attached to this RFP as the MSA (the "T&Cs"). The T&Cs form the exclusive basis for the performance of Services and provision of Deliverables.

3.14.2. By submitting a Proposal, the Bidder acknowledges and agrees that:

3.14.2.1. At GSMA's option and through negotiation, Bidder will be invited to enter into a Schedule A, governed by the T&Cs, without any additions, omissions, or amendments (other than any proposed amendments to the T&Cs made by a Bidder in its Proposal that GSMA deem acceptable); and

3.14.2.2. Bidder will be bound by any requirements in this RFP, obligations of its Proposal, and the T&Cs.

3.15. Structure of Bidder's Proposal

3.15.1. Bidder's Proposal shall contain:

3.15.1.1. A completed Schedule 3 to this RFP (Bidder's Information);

3.15.1.2. The Bidder's Proposal for the performance of Services and/or provision of Deliverables, including responses to all questions presented for the Bidder in this RFP (including all requested items in Schedule 2);

3.15.1.3. The Total Price, including price breakdown and itemization per the template included in Schedule 4;

3.15.1.4. A copy of the Declaration contained in Schedule 6, signed by the Bidder, containing the representations and warranties made by Bidder with relation to this RFP process which form part of the foundation of the relationship; and

3.15.1.5. A copy of the T&Cs signed by the Bidder without any additions, omissions, or amendments (other than any proposed amendments to the T&Cs made by a Bidder in its Proposal that GSMA deem acceptable).

Schedule 2
GSMA Policies and Additional Considerations

1. Corporate and Social Responsibility ("CSR")

1.1. GSMA continuously commits to the preservation of the environment and achieving carbon neutral certification for our global events under PAS 2060, an internationally recognised standard. To achieve this certification, GSMA's carbon neutral consultants will implement data collection and carbon footprint calculation. Should Bidder's Proposal be successful, Bidder will be contacted by GSMA consultants to provide all necessary data related to participation in any event on which Bidder may be working.

1.2. GSMA takes its environmental impact seriously and has made a series of policy commitments to address the issue. Please outline the measures that Bidder's company has taken, or can take, in order to minimize the environmental impact of Bidder's proposed solution.

1.2.1. In what way should GSMA deem Bidder's Proposal environmentally preferable?

1.2.2. Please attach a copy of the formal CSR policy for Bidder's company.

2. Insurance

2.1. Bidder shall procure and maintain for the duration of the contract insurance against claims for injuries, damages, or other types of losses that may arise from or in connection with the performance of the work hereunder by the Bidder, its agents, representatives, or employees. The cost of such insurance shall be borne by Bidder.

2.2. Bidder shall provide to the GSMA, at time of tender, original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. Bidder's cover note will be presented on the insurance broker's headed paper detailing all the insurance held, the term of each insurance, level of cover, and any exclusions.

2.3. Bidder's insurance coverage shall be the primary insurance coverage for all claims related to this contract. GSMA and its affiliates, officers, officials, employees, and volunteers are to be covered as additional insureds. Each insurance policy required above shall state that coverage shall not be cancelled, except with notice to GSMA. GSMA reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

2.4. If Bidder's current insurance coverage is insufficient to meet GSMA's standards, Bidder agrees to procure such insurance as GSMA requires prior to execution of any MSA.

3. Code of Conduct

3.1. Bidder shall comply with the GSMA code of conduct as laid out in Schedule 5.

4. Conflict of Interest Policy

4.1. A conflict of interest is a set of circumstances that creates a risk that an individual's ability to apply judgment or act in one role is, or could be, impaired or influenced by a secondary interest. It can occur in any situation where an individual or organization can exploit a professional or official role for personal or other benefit. Conflicts can exist if the circumstances create a risk that decisions may be influenced, regardless of whether the individual actually benefits. The perception of competing interests, impaired judgment or undue influence can also be a conflict of interest.

4.2. Examples of conflicts of interest situations such as:

4.2.1. When a supplier has a direct or indirect financial relationship with a GSMA employee, customer or competitor; or

4.2.2. When a supplier has a non-financial or personal relationship with a GSMA employee, customer or competitor.

4.3. Conflicts of interest can be actual, perceived, or potential. GSMA treats these categories equally.

4.4. Disclosure of conflicts of interest is a continuing obligation, requiring an updated disclosure should a conflict of interest begin, end, or circumstances change in any material way.

4.5. The disclosures required in Schedule 3, Bidder's Information, will form the basis for GSMA's internal analysis as to the acceptability of the conflict of interest and how it may be managed. Should any information contained therein prove to be inaccurate, GSMA reserves the right to terminate the contract immediately with no penalty, notwithstanding any other term in the MSA to the contrary.

5. Data Security

5.1. GSMA requires that Bidder hold and process all data/information (personal or not) in line with the regulatory requirements in GSMA's primary business locations (United States and/or United Kingdom, as applicable) and ensure that any data transfer is authorized and conducted in a secure manner. Bidder should describe whether data will be collected, processed, or transferred, and how Bidder will comply with GSMA's data

security standards, as well as with all relevant regulations.

5.2. Any information systems that hold information are required to be controlled in line with good information system security and operation measures and protected against information and service loss (physical and logical). Bidder should describe its information security and operation measures, including measures to protect against loss.

5.3. Bidder agrees it will agree to and comply with the GSMA Data Protection Addendum, attached to the MSA as Exhibit 1.

6. Regulation

6.1. Bidder should state whether the industry with which it is engaging is regulated, and if regulated describe how. Bidder should demonstrate how Bidder's company meets this regulation.

6.2. Bidder should describe any future regulation that may affect the Services and Deliverables requested in this RFP, and demonstrate how Bidder will meet this regulation.

7. Business Continuity and Disaster Management

7.1. GSMA requires organizations with which it transacts to take reasonable measures to protect the operation of their business in the event of a business interruption event (both physical and logical). Bidder should attach a copy of Bidder's company's business continuity policy and disaster management plan.

8. ServiceLevel Agreements

8.1. "**Service Standard**" means in relation to the performance of any of the Services and provision of any Deliverables, Bidder and its third party bidders, contractors, agents and sub-licensees shall carry out those Services and provide those Deliverables:

8.1.1. in a good, safe and professional manner and in a manner free from dishonesty and corruption and in accordance with the US Foreign Corrupt Practices Act, UK Bribery Act and any applicable anti-bribery or anti-corruption legislation;

8.1.2. without material deviation from the best practice of a reasonable and prudent company and with adherence to relevant standards;

8.1.3. in accordance with all relevant provisions of the service agreement, and any rules, codes, policies, procedures and standards notified to the Bidder, as revised from time to time during the Term in accordance with the service agreement;

8.1.4. in co-operation with GSMA, its agents, sub-licensees and Bidders especially, but without limitation, in relation to the provision of information reasonably requested by GSMA;

8.1.5. in a manner which is not detrimental to the public image and reputation of GSMA or any of its Affiliates; and

8.1.6. in a manner not less professional than the manner in which the Bidder would perform similar services for its other customers.

8.2. Bidder should provide suggested service level agreements ("SLAs") to dictate acceptable response times for provision of the Services and Deliverables. The proposal of SLAs should include suggested service credits available should the service level fall below the standards set in the SLAs.

Schedule 3
Bidder's Information

1. Company Information

Company Name	
Company Registration Number (if any)	
Address of Registered Office	
Street	
Town/County	
Country	
Post Code	
Web Site	
VAT registration No if	
applicable	
Financial Year-End	

2. Director Details

Please list the names of Bidder's company's directors (use an extra sheet if necessary). If not a limited company, list members of the Management Board, Partners, Associates, etc. who are responsible for the activities of the company or organization.

Company's directors	
List members of the Management Board	
Partners	
Associates	
Other	

3. Company Profile—Financial Data

Please enclose copies of Bidder's audited company accounts (such as the directors' report, auditors' report, balance sheet, profit and loss account, cost of sales accounts and full notes) for the past three accounting years (or for your full period of trading if less than twelve months).

If Bidder cannot provide the information requested above, please describe why and give the best alternative financial information available, such as a certified statement of turnover for the last year, signed by an independent auditor or bank manager.

	FY 1	FY 2	FY 3
Total Turnover			
Number of Full Time Employees			
Products/Services sold			
Services Provided			
Net Income			

4. Current Activity with GSMA

Does Bidder's company (or any branch or affiliate thereof) currently provide any products or services to GSMA?

❑ Yes ❑ No

If yes, please provide the following information fortheproducts and services currently supplied to GSMA.

Project Name	Business Group and Contact	Description of Product or Services Provided	Total Project Cost

5. Insurance

Confirm the types and levels of insurance held. Please refer to the insurance policies contained in Schedule 2.

Insurance Type	Cover Currently Held
Public liability (third party)insurance	
Professional indemnity insurance	
Errors and Omissions insurance	
Workers compensation insurance [US only]	
Commercial liability insurance	
Commercial automobile liability insurance	
Other information	

Have any claims been made (or are any forthcoming) against Bidder's company's employer's liability insurance, public liability insurance, or professional indemnity insurance within the last three (3) years? If yes, please provide details.

6. Conflict of Interest Questionnaire

6.1.Pleaseprovide Bidder's instrument of ownership or beneficial interest, including a description of Bidder's corporate form, and any other information which may be relevant to GSMA's full understanding of this subject.

6.2. Ownership Share

Name	Address	Percent Ownership

6.3. Distributive Income

Name	Address	Percent Ownership

6.4. Does Bidder use a lobbyist or agent? If so, please disclose.

6.5. Disclosure must be made of any gifts or entertainment provided to GSMA employees in the past twelve (12) months.

6.6. Please provide details of current or previous employment of Bidder's personnel and ownership, (including self, spouse, and immediate family members) with ties to GSMA employees.

Schedule 4
Total Price

1. Fees and Charges

1.1. Bidder should provide all relevant detail on how the Services and Deliverables are to be charged.
1.2. Bidder should provide a breakdown of the charges: per item, per hour, as may be applicable.
1.3. For the avoidance of doubt, GSMA's payment terms are contained in the MSA, and are sixty days from receipt of an undisputed invoice, which should be raised following acceptance of Services and/or Deliverables.
1.4. Detail of how the Bidder requests payments to be made (examples: single lump sum, monthly, quarterly, phased payments). Please note, GSMA does not make advance payments prior to completion of the Services and Deliverables unless the payment requested is specifically traceable to purchase of items required to perform the Services or provide the Deliverables, which would otherwise be a loss for the Bidder.
1.5. All rates and prices are in US Dollar
1.6. Total Price
1.6.1. Based on the requirements of this RFP, Bidder should place the fee breakdown for the Services and Deliverables contained herein in the Pricing Table below.

Item	Unit Price	Units	Total Price
		Total Price	

2. Inclusions

2.1. The Bidder's Total Price is inclusive of all costs, insurances, fees, costs, expenses, liabilities, obligations, risks, and all financial requirements for the performance of Services and provision of Deliverables.
2.2. Any charge not stated in this Proposal, which extends above to the Total Price, is not permitted.
2.3. Total Price is exclusive of VAT but inclusive of all other taxes.

3. Itemized base rate schedules

Item	Unit Price	Bulk Pricing

Schedule 5
Code of Conduct

Purpose
TheGSMA Supplier Code of Conduct ("the GSMA Code") reflects our intent to minimise the social, environmental and ethical impact of our supply chain and to ensure that we and our suppliers act in a responsible manner.

Scope
ThisGSMA Code applies to all suppliers and contractors in any capacity including agency workers, seconded workers, volunteers, agents, contractors, external consultants, third-party representatives and business partners who provide goods or services, to or on behalf of GSMA. We require suppliers notify any sub-suppliers that are used on behalf of the GSMA of their responsibility to implement the GSMA Code.

Principles
GSMAexpects all suppliers to adhere to the following principles and will cease trading with suppliers showing persistent disregard for important elements of environmental, social and ethical performance.

GSMA seeks to ensure that the working conditions at suppliers of the products and services we purchase meet the standards of the International Labour Organisation (ILO) and the Universal Declaration of Human Rights (UDHR)

Social Compliance

1. **Child Labour:** Organisations should ensure the effective long-term elimination of child labour, in a manner consistentwiththe interests of the children concerned.
2. **Forced Labour:** There should be no forced, bonded (including debt bonded), involuntary labour, trafficked labourandworkers should be able to leave after giving reasonable notice.
3. **Health, Safety and Hygiene:** All employees should expect to work in an environment that is both safe and healthy.Adequate steps should be taken to prevent accidents occurring in the normal course of work including the provision of suitable health and safety training.
4. **Discipline:** Physical abuse or discipline, the threat of physical abuse, sexual or other harassment and verbal abuse or other forms of intimidation is not acceptable. Disciplinary and grievance procedures shall be clearly documented and communicated to all employees.
5. **Freedom of Association and Employee Representation**: Organisations should adhere to all local laws regarding trade union representation and the formation of employee representation groups
6. **Working Hours**: working hours should not be excessive and shall comply with relevant national laws.
7. **Equality of Treatment:** Organisations will seek to avoid any form of unlawful discrimination in all aspects of employment including, but not limited to, the following protected characteristics or any others that may be covered by local legislation: age; caste or tribe; disability; gender / sex; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sexual orientation; military status.
8. **Remuneration:** Wages and benefits afforded to workers should meet national standards. Workers should be provided with clear written information on their pay and conditions. Excessive deductions on wages should not be permitted as a disciplinary measure.
9. **Employment terms**: All workers should be provided with simple, written contracts which must detail the terms and conditions of their employment. Contracts should be clearly understandable to each worker. Work performed should be on the basis of recognised employment law and practice.
10. **Right to work**: It is expected that supplier's hiring practices will accurately verify a worker
11. **Community impact:** Organisations are encouraged to support the communities in which they operate through appropriate community initiatives.

It is understood that organisations must comply with national and other applicable laws and regulations and where there is conflict between these and the GSMA Code then the highest standards linked with such laws and regulations shall be applied.

Environment
Weseek to ensure that appropriate attention is paid to environmental issues when GSMA purchase products and services. In all cases suppliers should be able to demonstrate environmental policies and management systems sufficient to ensure continuous improvement in environmental performance and be in accordance with local and internationally recognised environmental standards.

Business Practices
Suppliers shallcomply with applicable local laws and regulations concerning bribery, corruption, fraud and unethical business practices.

Schedule 6
Declaration

Bidder understands that giving false, incomplete, misleading or inadequate information that materially affects or could materially affect the decision-making process, could result in Bidder's exclusion from the list of approved RFP invitees, or subsequent termination of the contract in the event of it being awarded to Bidder.

Bidder certifies that the information supplied is accurate to the best of Bidder's knowledge and that Bidder accepts the conditions and undertakings set out in this Declaration and the RFP.

Bidder declares that the Proposal is made without collusion, knowledge, comparison of data or arrangement with any other company, firm or person applying to participate in the process for this RFP and is in all respects fair and without collusion and fraud.

Bidder acknowledges and agrees that:

(a) At GSMA's request, it will negotiate in good faith and within the required timeframes, any additional documents required in relation to this RFP, in particular the MSA, including commercial terms;
(b) The Services and Deliverables as described in the MSA will be governed by the GSMA Standard Terms and Conditions without any additions, omissions, or amendments (other than any proposed amendments to the GSMA Standard Terms and Conditions made by a Bidder in its Proposal that GSMA deem acceptable); and
(c) The MSA will not contain any less favourable terms than those set out in Bidder's Proposal.

Company Name:
Address:
Email:
Tel No:
Name: Position:

Signature: Date: